

Coffeing By Content: An Analysis Of The Influence Of Instagram On Consumer Purchasing Behavior At Bongsu Signature

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ABSTRACT

This study aims to determine the influence of marketing content on brand awareness, lifestyle, and consumer purchase decision of Bongsu Signature. The background of this research departs from the importance of the role of social media as a means of promotion that is able to shape consumer perception of a brand. The method used is a quantitative approach by distributing questionnaires to Bongsu Signature consumers who are active on social media. Data analysis is carried out using the help of SmartPLS software to test the relationships between variables. The results of the study show that relevant, informative, and consistent marketing content is able to increase brand awareness and shape consumer lifestyles that are in tune with the image built by the company. In addition, the lifestyle and brand awareness that are formed also contribute to the increase in purchasing decisions. Overall, the study confirms that the right content marketing strategy on social media not only strengthens brand identity, but also influences consumer behavior and preferences. However, the scope of research that is limited to one brand and social media platform is one of the limitations that need to be considered in future research.

Keywords:

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1. INTRODUCTION

The rapid development of information technology has prompted major changes in marketing strategies. Business actors to reach consumers widely and interactively through marketing content. Content marketing provides education and learning to consumers and connects sellers and buyers through the information conveyed, for example the use of Instagram.

Content marketing is not only used for promotion, but is a strategy that focuses on providing more value and creating content that suits consumer interests. Melalui bantuan algoritma dan data dari platform Instagram, Business actors can better understand consumer behavior and create targeted content. Bongsu Signature uses Instagram social media to promote its products, by creating their flagship menus at affordable prices.

However, Bongsu Signature's marketing content is not going well. Discrepancies in expectations are also a phenomenon that occurs, such as visitor seating is seen wide on social media, but in the original it is not.

Bongsu Signature's Instagram marketing content plays a role in building consumer perception of a brand, by creating consistent, relevant, and engaging content that can increase brand awareness. With a higher level of brand awareness, consumers are more likely to choose products from those brands over other lesser-known brands. That way, Bongsu Signature can focus on developing a content strategy to increase brand awareness so that it can compete with other local coffees. This then affects purchasing decisions, where consumers tend to choose products from brands that are able to provide emotional and functional value that meets their expectations. Content marketing is also related to lifestyle because everyone has different content preferences and buying patterns. The lifestyle itself is dynamic and changes according to the times or personal desires. Changes in increasingly modern lifestyles affect consumers' decisions to buy products. Therefore, business actors need to understand the changing needs and desires of consumers. Coffee shops are part of the lifestyle of young people, not only as a place to drink coffee, but also to gather, work, or relax.

The novelty in this study is taken from the empirical gap from several previous studies, namely, Nabila & Habib (2023) has a focus on marketing content research on the TikTok application shaping students' purchasing decisions to buy Camille masks. The results found that Camille's mask marketing content had a positive and significant influence on students' purchasing decisions. However, these results are inversely proportional to a study by Abdjul et al., (2022), which researched content marketing on Sociolla E-Commerce, where the study stated that content marketing on Sociolla products had a insignificant influence on purchase decisions. (Rahma et al., 2025), who researched the influence of marketing content, brand awareness, and product quality on purchase decisions, stated that marketing content, brand awareness, and product quality have a significant effect on Wardah's product purchase decisions. Subkhan & Barrygian (2024), who examined the influence of brand awareness on purchase decisions, where the result was that brand awareness variables did not significantly affect the purchase decision of SVOD services. In a study conducted by (Deo et al., 2024) which researched the influence of modern lifestyles on purchase decisions at coffee shops, which resulted in lifestyle variables that had a significant effect on coffee shop consumers' purchasing decisions. However, in the study (Sartika, 2024.), lifestyle variables had no effect on purchasing decisions at coffee shops.

The difference in results from a number of studies shows the novelty of the research model made on the influence of marketing content, brand awareness, and lifestyle on purchase decisions. The research model used is the impact of the inconsistency of previous research so that it causes a gap in the research being studied, especially in the context of coffee shops that rely on social media as marketing.

2. LITERATURE REVIEW

Content marketing is one of the marketing strategies that is carried out by utilizing creative, innovative, and informative content to attract interest and increase consumer interest in a product (Hayati & Sudarwanto, 2024). Through the presentation of engaging and relevant content, this strategy aims to build brand awareness, influence consumer perception, and assist in making purchasing decisions. According to research conducted by (Bisri & Pitoyo, 2022), content marketing is a business strategy that focuses on the process of creating and disseminating informative content in order to explain the advantages of a product. Content marketing aims to build trust, so that consumers feel comfortable and want to continue buying the product sustainably (Yusendra & Oktavia, 2023). Based on the description above, it can be concluded that content marketing is a marketing strategy that involves planning, creating, and distributing content that is interesting, informative, and valuable. By focusing on delivering product excellence, so as

to be able to turn the audience into customers, and help the company expand its market reach. According to research conducted by (Amalia, 2020) there are 4 indicators of marketing content, including relevance, accuracy, value, and consistency.

According to Shahid in a study (Subkhan & Barrygian, 2024) brand awareness is the knowledge of a perfect brand, which is not limited to name recognition or brand structure but already knows more. According to Durianto in a study (Oktiani & Gaddafi, 2018), brand awareness will be formed if consumers feel a feeling about the brand that has been used so that they have confidence in the brand. Brand awareness according to research (Purba & Jahja, 2024) is the ability of buyers to identify or think about a particular brand when paying attention to products by category. Meanwhile, according to research (Asnusa & Abdalla, 2025), brand awareness can be interpreted as consumer awareness of a brand, which includes various associations, such as reputation, benefits, and quality. Based on the description above, the author concludes that the definition of brand awareness is the level of consumer understanding in recognizing, remembering, and believing in a brand. Brand awareness is not only limited to brand name recognition, but it also involves experiences that build trust. Brand awareness also reflects the consumer's ability to identify brands as well as differentiate other brands available in the market. According to Keller, in the study (Sari et al., 2021), there are 4 indicators of brand awareness, including recall, recognition, top of mind, and consumption.

Lifestyle is the way a person lives his daily life which is reflected through various activities, interests, and views or opinions that he has. This lifestyle reflects how individuals choose to spend their time, the things they are interested in, as well as how they view various aspects of life, including in terms of consumption, entertainment, and social interaction (Sabil et al., 2022). Today's lifestyle has undergone many developments, ranging from how to dress, the use of social media, to the management of time and money. Lifestyle is part of additional human needs that can change with the times or a person's desire to change their lifestyle (Sartika, 2024). Based on the description above, it can be concluded that lifestyle is a way of living a person's daily life which can change with the development of the times which is reflected through activities, interest in something, and views that a person has. According to (Sartika, 2024) there are 3 lifestyle indicators consisting of 3 factors, including activities, interests, and opinions.

According to research conducted by (Kurniawan et al., 2023), the purchase decision is a process that involves various complex stages, where customers actively search for and collect information about the products they need. After getting enough information, customers will evaluate the various options available by considering factors such as quality, price, benefits, and brand reputation.

According to (Purba & Jahja, 2024) a purchase decision is a customer's desire to acquire a good or service in the future based on the results of evaluation, assessment, and subjective customer beliefs. Based on the description above, it can be concluded that the purchase decision is a process that involves searching for and collecting information by customers about the products needed, and is based on the results of evaluation, assessment, and belief in determining the desire to obtain goods or services. According to Kotler & Keller (2020) in a study (Mardiana & Sijabat, 2022) there are 5 indicators of purchasing decisions, including needs, information searches, alternative evaluations, purchasing decisions, and post-purchase.

Research Hypothesis

The Influence of Content Marketing on Brand Awareness

Based on the results of previous research, it was found that marketing content has a positive and significant influence on brand awareness. One of them is research conducted by (Paramita, 2023) showing that marketing content has a significant effect on brand awareness of MS Glow products.

H1: Marketing content has a positive and significant influence on brand awareness.

The Influence of Content Marketing on Lifestyle

Based on the results of research conducted by (Iskandar, 2023), content marketing has a significant influence on lifestyle. Over time, people's lifestyles, especially the younger generation, are increasingly following trends and technological advancements.

H2: Content marketing has a positive and significant influence on lifestyle.

The Influence of Marketing Content on Purchase Decisions on Bongsu Signature

Based on research conducted by (Cahyaningtyas & Wijaksana, 2021) states that marketing content variables have a positive and significant effect on purchase decisions.

H3: Marketing content has a positive and significant influence on purchase decisions on Bongsu Signature.

The Influence of Brand Awareness on Purchase Decisions on Bongsu Signature

Based on the results of research conducted by (Rumaidlany et al., 2022), it is stated that brand awareness variables have a significant effect on decision variables

H4: Brand awareness has a positive and significant influence on purchasing decisions on Bongsu Signature.

The Influence of Lifestyle on Purchase Decisions at Bongsu Signature

Based on research conducted by (Sartika, 2024), it is stated that lifestyle has a positive and significant effect on purchasing decisions.

H5: lifestyle has a positive and significant impact on purchasing decisions at Bongsu Signature.

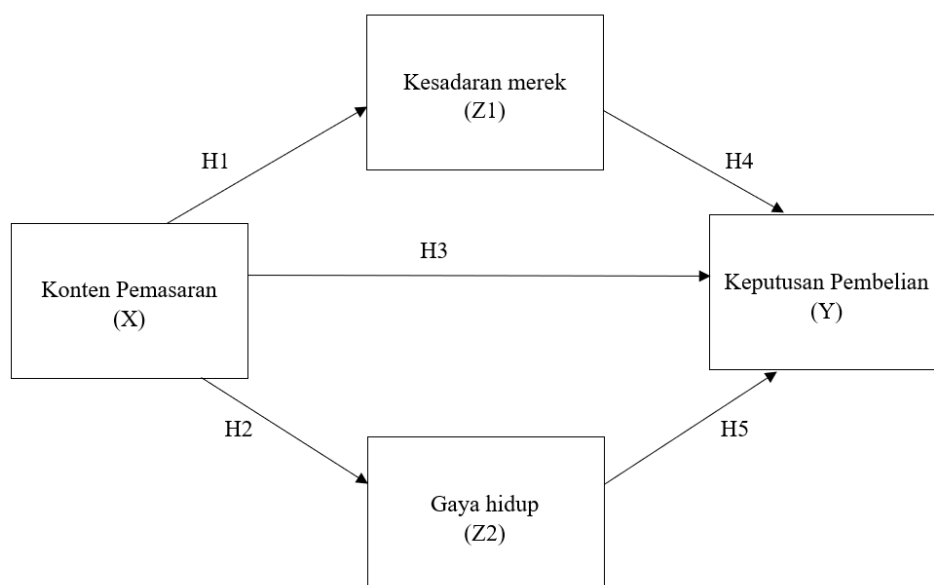


Figure 1. Research Model

3. METHODS

This study uses an explanatory quantitative method to explain the relationship between marketing content, brand awareness, lifestyle, and purchasing decisions in Bongsu Signature consumers. The sampling technique used voluntary sampling with a total of 138 respondents determined through G*Power calculations. Data analysis was carried out using Structural Equation Modeling–Partial Least Square (SEM-PLS) with the help of SmartPLS 4.0.

4. RESULTS AND DISCUSSION

This study uses SmartPLS4 analysis tools to help process and understand data. With the Partial Least Squares (PLS) approach, this analysis was used to look at and test how the relationship between marketing content variables, brand awareness, lifestyle, and purchasing decisions in Bongsu Signature.

4.1. Model Measurement (Outer Model)

4.1.1 Convergent Validity, Reliability and Cronbach's Alpha Test Results

Convergent validity *testing* is carried out by looking at *the value of outer loading or loading factor*, where an indicator is said to meet *the criteria of convergent validity* with a good category if it has *an outer loading value* of more than 0.5. In addition, the study also tested *Composite Reliability* and *Cronbach's Alpha*. This test was carried out against 16 indicators used to measure the research construct.

Table 1. Outer loading, Composite Reliability, Cronbach' Alpha

Construct	Item	Loading Factor	Cronbach's alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)	AVE	KET
KP	KP1	0.853	0.841	0.845	0.894	0.679	Valid
	KP2	0.873					Valid
	KP3	0.824					Valid
	KP4	0.739					Valid
KM	KM1	0.651	0.657	0.670	0.788	0.483	Valid
	KM2	0.694					Valid
	KM3	0.642					Valid
	KM4	0.785					Valid
GH	GH1	0.807	0.648	0.709	0.811	0.596	Valid
	GH2	0.895					Valid
	GH3	0.580					Valid
KPN	KPN1	0.843	0.911	0.914	0.934	0.739	Valid
	KPN2	0.894					Valid
	KPN3	0.847					Valid
	KPN4	0.889					Valid
	KPN5	0.822					Valid

Based on the results of data processing through SmartPLS 4.0, all indicators in the research model met the validity criteria with a loading factor value above the set minimum limit. The reliability test also showed that the values of Composite Reliability, Cronbach's Alpha, and AVE were in the good category. Thus, the measurement model is declared valid and reliable, and suitable for use for the next stage of analysis.

4.1.2 Results of the Discriminant Validity Test

Table 2. Discriminant Validity-Heterotrait Monotrait Ratio (HTMT)

	GH	KM	KP	KPN
GH				
KM	0.728			
KP	0.611	0.839		
KPN	0.782	0.728	0.661	

Source: Data processed with SmartPLS 4.0, July (2025)

Based on the results of the Discriminant Validity analysis using *the Heterotrait Monotrait Ratio* (HTMT), the result between brand awareness (KM) and lifestyle (GH) variables was 0.728. Then between the variables of marketing content (KP) with lifestyle (GH) and brand awareness (KM) were 0.611 and 0.893, respectively. And the relationship between the purchase decision variable (KPN) and the GH, KM, and KP variables was 0.782,

respectively; 0,728; 0.661. All values < 0.9 which means that there is a difference in the construct in the variable.

Table 3. Discriminant Validity-Fornell Larcker Criterion

	GH	KM	KP	KPN
GH	0.772			
KM	0.510	0.695		
KP	0.456	0.656	0.824	
KPN	0.612	0.591	0.583	0.859

Source: Data processed with SmartPLS 4.0, July (2025)

Based on the Fornell-Larcker Criterion analysis in table 3, it can be seen that each indicator of each variable shows a higher value compared to the correlation of indicators from other variables. This shows that each indicator presents its own construct better than the other, so it can be concluded that the validity of the discrimination is met in this model.

Table 4. Discriminant Validity-Cross Loading

	GH	KM	KP	KPN
GH1	0.807	0.384	0.373	0.464
GH2	0.895	0.464	0.410	0.576
GH3	0.580	0.322	0.253	0.349
KM1	0.184	0.651	0.403	0.333
KM2	0.384	0.694	0.528	0.399
KM3	0.216	0.642	0.269	0.323
KM4	0.536	0.785	0.551	0.538
KP1	0.403	0.569	0.853	0.524
KP2	0.365	0.566	0.873	0.485
KP3	0.356	0.539	0.824	0.449
KP4	0.377	0.485	0.739	0.461
KPN1	0.588	0.531	0.540	0.843
KPN2	0.481	0.471	0.489	0.894
KPN3	0.507	0.577	0.582	0.847
KPN4	0.545	0.523	0.434	0.889
KPN5	0.496	0.416	0.442	0.822

Source: Data processed with SmartPLS 4.0, July (2025)

Based on the *Cross Loading* table 4, it can be seen that the cross loading value shows good discriminant validity. This is due to the higher correlation of each indicator to its original construct compared to other constructs. This means that each indicator is indeed more accurately describing the variables it represents, rather than other variables. That way, this model shows that each indicator has measured appropriately and does not overlap each other, so that the model is declared valid for use in research.

4.2. Structural Model Analysis (Inner Model)

Internal model testing is a stage in analysis that aims to see the extent of the relationship between latent variables in a study, both exogenous and endogenous variables. The purpose of the internal model test is to analyze the relationship between constructs, significance values, and R-Square values in the research model. The test of the dependent construct was carried out by t-test and the significance of the coefficient of the structural path parameter to evaluate the feasibility of the model.

4.2.1. VIF Test Results

Table 5. Uji VIF

Path	VIF	Keterangan
GH -> KPN	1.401	Non-Colinearity
KM -> KPN	1.950	Non-Colinearity
KP -> GH	1.000	Non-Colinearity
KP -> KM	1.000	Non-Colinearity
KP -> KPN	1.820	Non-Colinearity

Source: Data processed with SmartPLS 4.0, July (2025)

Based on table 5 of the VIF test scores, the relationship between lifestyle variables (GH) and purchase decisions (KPN) has a VIF of 1.401. This suggests that GH does not have a high correlation with other variables in the model, so its contribution to KPN can be analyzed without the risk of multicollinearity. The brand awareness variable (KM) on purchase decisions (KPN) has a VIF value of 1,950. This value is still below the safe limit, which shows that KM also does not experience multicollinearity. The relationship of content marketing (KP) to lifestyle (GH) shows VIF is exactly at 1,000. This is an indication that there is no correlation between the KP variable and the other variables when it comes to GH. Just like before, the relationship between KP and KM also has a VIF of 1,000. This reinforces KP has no other correlation when used to affect KM variables. The VIF value of marketing content (KP) to purchase decision (KPN) is 1.820. This shows that the contribution of KP to KPN is not disturbed by correlations with other variables.

4.2.2. R-Square

Table 6. R-Square

Constructs	R-square
GH	0.208
KM	0.431
KPN	0.517

Source: Data by SmartPLS 4.0, July (2025)

Based on table 6 regarding R-Square, it can be seen that the R-Square value for the lifestyle variable (GH) is 0.208, which shows that the independent variable in this model explains 20.8% variability of GH is in the weak category. Meanwhile, the R-Square value for the brand awareness (KM) variable is 0.431, which means that the exogenous variable explains 43.1% of the KM variability that falls into the medium category. Furthermore, the purchase decision variable (KPN) has an R-Square value of 0.517 which means that 51.7% variability in KPN is included in the medium category.

4.2.2 . F-Square

Table 7. F-Square

Constructs	F-Square
GH -> KPN	0.209
KM -> KPN	0.054
KP -> GH	0.262
KP -> KM	0.757
KP -> KPN	0.079

Source: Data processed with SmartPLS 4.0, July (2025)

Based on the results of data processing in table 7, the F-Square value indicates the relative influence of exogenous variables on endogenous variables. The results of the analysis, namely the influence of lifestyle (GH) on purchase decisions (KPN) of 0.209, showed a moderate influence, the influence of brand awareness (KM) on purchase decisions (KPN) of 0.054, showed a small influence, the influence of marketing content (KP) on lifestyle (GH) of 0.262, showed a moderate influence, the influence of marketing content (KP) on brand awareness (KM) of 0.757, showed a large influence, the influence of marketing content (KP) on purchase decisions (KPN) of 0.079, showing a moderate influence.

4.2. Hypothesis Testing Results

Table 8. Direct Effect

Constructs	Original sample (O)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
KP -> KM	0.656	0.056	11.802	0.000
KP -> GH	0.456	0.090	5.061	0.000
KP -> KPN	0.263	0.100	2.630	0.009
KM -> KPN	0.226	0.112	2.020	0.043
GH -> KPN	0.376	0.077	4.894	0.000

Source: Data processed with SmartPLS 4.0, July (2025)

The results of the analysis show that Content Marketing has a positive influence on brand awareness. The strength of these results lies in the high significance of influence, which indicates that relevant, consistent, informative marketing content on Instagram Bongsu Signature manages to build a positive perception while increasing brand recognition in the minds of consumers.

The results of the analysis show that content marketing has a positive influence on lifestyle. These findings show that relevant content not only serves as a promotion, but also inspires consumer views, preferences, and habits according to the persona raised by the brand.

The results of the analysis show that marketing content has a positive influence on purchasing decisions. This confirms that the presence of informative and convincing marketing content on Bongsu Signature's Instagram directly encourages consumers to make purchasing decisions.

The results of the analysis show that brand awareness has a positive influence on purchasing decisions. These results confirm the importance of building strong brand awareness, as positive perceptions and consumer knowledge of the brand are decisive in the decision-making process.

The results of the analysis show that lifestyle has a positive influence on purchasing decisions. The strength of these findings lies in the close relationship between lifestyle and consumption actions, where consumers tend to buy products that they feel represent their identity and lifestyle.

5. CONCLUSION

Based on the results of data analysis and hypothesis testing, it can be concluded that the marketing content carried out by Bongsu Signature has a positive and significant effect on brand awareness, consumer lifestyle, and purchase decisions. Brand awareness and consumer lifestyle have also been shown to have a significant influence on purchasing decisions. In other words, relevant and consistent marketing content not only increases brand recognition, but also shapes a lifestyle that aligns with consumers thereby encouraging them to make purchasing decisions. All relationships between variables in

this study model showed a strong level of significance, indicating that digital marketing strategies, especially through Instagram, are a crucial factor in building loyalty and increasing sales.

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